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TAGS: [BEXP](#) [ECON](#) [EINV](#) [ELAB](#) [ETRD](#) [EAID](#) [EG](#)
SUBJECT: NOMINATION OF HP EGYPT FOR SECRETARY'S CORPORATE
EXCELLENCE AWARD

REF: STATE 71180

¶1. HP Egypt is actively addressing the pre-eminent economic problems in Egypt, both through its business practices and direct support to build the skills of the Egyptian workforce, thereby contributing to Egypt's sustainable economic development. HP Egypt not only provides funds to directly assist Egyptians in developing their skills for the market place, but also invests and employs business practices to help Egypt's transition to a stable market economy with a skilled work force. For its business model that helps create high-skilled employment, its commitment to sustainable improvement in education, and its efforts to assist in developing the Egyptian economy, Embassy Cairo is pleased to nominate Hewlett Packard (HP) Egypt for the Secretary's Award for Corporate Excellence (ACE) 2007.

Job Creation Via HP Egypt's Indirect Business Model

¶2. HP Egypt has chosen a business model of doing 95 percent of its business with local partners, rather than making direct sales. In the process it has created over 10,000 job opportunities in Egypt. Sales occur through a network of 26 local resellers/retailers and six distributors, the largest local distribution network for information and communications technology (ICT) products. Egypt also relies on Egyptian companies and individuals for projects throughout the Middle East. HP Egypt's partners, by necessity, must train their staff on HP products, meaning that the jobs created through HP Egypt's operations are generally skilled positions in ICT.

SME Development

¶3. Under HP's Micro-Enterprise Acceleration Program (MAP), HP Egypt has provided \$150,000 in equipment, services, support to local training and business development service providers, and funds to give small- and medium-sized enterprises (SMEs) access to technology, technology training, and business coaching. HP Egypt focuses on giving SMEs the ICT tools they need to improve their business, training on using those tools, and business coaching to improve productivity and competitiveness.

Sustainability in Education

¶4. HP Egypt leads the sustainability working group under Egyptian Education Initiative (EEI), an Egyptian governmental effort to support education reform and maximize public-private partnerships in education. HP Egypt is providing \$85,000 in equipment and research funding to each of two Egyptian universities so far, and one more about to be announced - selected through a competition process. It is

also partnering with the American University in Cairo to provide change-management training, and consults with the government on sustainability and scalability of ongoing education reform.

Infrastructure for Vocational Training

¶15. Under the New Partnership for Africa's Development (NEPAD) program, HP Egypt is helping Egyptian schools develop their vocational training capabilities. HP Egypt funds, implements the infrastructure, and trains teachers in three different schools on integrated community-based programs in the schools, worth in total over \$220,000. HP Egypt also maintains the computer equipment necessary to sustain the projects.

Increasing Trained ICT Professionals in Egypt

¶16. HP Egypt is increasing the number of trained ICT professionals in the Egyptian government by building a networking training classroom at the National Telecommunications Institute and by actively promoting improvement of networking skills. HP Egypt will build the center, provide all the hardware, software, and training materials, and train the instructors, as well as provide support and maintenance for HP equipment.

Equipment and Monetary Donations

¶17. HP Egypt is donating equipment to schools under the Ministry of Communications and Information Technology (MCIT) and UN Development Program Smart Schools project. For the

preparatory schools in Siwa (a remote oasis near the Libyan border), HP has provided equipment and services to provide ICT access for 242 students, along with nine teachers and one administrative staff. HP Egypt also donated 20 laptops for First Lady Suzanne Mubarak's "100 Schools" initiative, and another 10 for an education initiative by Prime Minister Nazif's wife.

¶18. In order to promote e-government use, HP Egypt has given the Ministry of Administrative Development 36 prizes (such as camcorders and printers) to give away for those who most use Egypt's e-government services.

¶19. HP Egypt has also donated LE 1 million (USD 175,000) for a data center at a local Cairo hospital.

HP Egypt Director's Personal Social Responsibility

¶10. We would also note that the head of HP Egypt, Ahmed Samy, sets a strong personal example to his own employees of responsible corporate citizenship. He plays an active leadership role at the American Chamber of Commerce and is the incoming Chair of the ICT Committee. He is also a board member of the Cairo Royal Rotary Club, of the NGO Friends of the Opera, and a member of the Egyptian Council for Foreign Affairs.

¶11. Given HP Egypt's business model and direct efforts to create jobs and develop the local economy, and its commitment to assisting in education reform, we believe that HP Egypt is an exemplary candidate for the 2007 ACE.

JONES